Create your vision statement

The most successful people and organisations have three things in common:

1. Extreme clarity of vision.
2. Strong guiding principles or values.
3. Flexibility around the strategies and paths for achievement.

A vision statement is an essential part of their success and helps to crystallise your thoughts.

A vision statement is:

- a high level or overarching statement that describes what you want your life to be like and the principles or values you want to live by. It includes three main areas:
  - what important things you want to have,
  - what contributions and accomplishments you want to make,
  - and what type of person you want to be.
- like a personal constitution or written standard by which all options and decisions are tested and evaluated. It acts as a beacon to guide and inspire you.
- like a core solid foundation that seldom changes, in contrast to strategies, goals and action plans that frequently change in response to a changing environment.

Asking the following questions may help you to identify the key ideals to incorporate in your vision statement:

Where do we want to be?
Where are we now?
What will we do to get there?